

Programme Specification

MSc Innovation Management and Entrepreneurship



1. Programme title	MSc Innovation Management and Entrepreneurship
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	
5. Final qualification	Master of Science Postgraduate Diploma Postgraduate Certificate
6. Year of validation Year of amendment	2018-19
7. Language of study	English
8. Mode of study	Full Time / Part Time

9. Criteria for admission to the programme

A UK Honours degree (normally classified 2.2 or above) or equivalent. Equivalence of overseas qualification will be determined by NARIC. However, applications from experiences business owners or managers without a degree will be considered. A minimum 3 years experiences of making strategic decisions in a business or 3 years of owning and running a business on a day to day basis is required. The applicant must then be interviewed by the programme leader.

Successful applicants must have competence in English language. For international applicants whose first language is not English the requirement is that they have IELTS 6.5 (with minimum 6.0 in all four components) or TOEFL internet based 87 (with at least 21 in listening & writing, 22 in speaking and 23 in reading).

10. Aims of the programme

The programme aims to:

1. develop candidates' awareness, practical skills and understanding, at an advanced professional level, of innovation management and entrepreneurship concepts and techniques and new venture development;
2. develop candidates' analytical techniques to decision making in building and supporting new businesses and ventures;
3. enable candidates to lead innovation in different areas of organisations' operations and outputs;
4. enable candidates to develop skills to launch, support and finance new products and services and exploit opportunities arising from new ideas to create new business models and capture economic value;
5. provide candidates with a knowledge of innovation and entrepreneurship research methods and equip them with the skills necessary for them to undertake independent research of innovation and entrepreneurship problems

In the case of the Masters awards these aims will be realised in full. For earlier exit awards, achievement of aims will be as follows:

For the Diploma, all aims stated above will be achieved in full, with the exception of 5.

For the Certificate exit award, all aims stated above will be achieved in full, with the exception of 3,4 and 5.

11. Programme outcomes

A. Knowledge

On completion of this programme the successful student will have knowledge and understanding of:

1. the main issues in innovation strategy and an awareness of the key features of success
2. how the success of some businesses stem from application of new technologies and practices, but others from new ways in which to package and charge for services that existing technologies can deliver
3. the changing skills, technologies and methods of design and new product /service development, and how these are opportunities to manage innovation in products, services and solutions.
4. the consumption of new products and services and adoption of diffusion processes
5. how to choose from a range of possible alternatives, focusing on decision-

Teaching/learning methods

Students gain knowledge and understanding through a combination of lectures, workshops, directed reading, independent study, case studies, live cases, group work, coursework, electronic and online learning methods, facilitated discussion, guest speakers and individual and group research.

Assessment methods

Students' knowledge and understanding is assessed by a combination of individual and group coursework, presentations, time-controlled assessments and individual project work.

<p>making within a firm and its market environment</p> <ol style="list-style-type: none"> 6. financial analysis, both accounting and risk assessment, suitable for those wishing to specialise in innovation and entrepreneurship 7. methods, techniques and theoretical perspectives deployed in business management research and scholarship. <p>For PGDip, learning outcome 1, 2, 4, 5 and 6 will be achieved</p> <p>For PGCert, learning outcomes 1, 2,3, 4 and 5 will be achieved.</p>	
<p>B. skills</p> <p>On completion of the programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Synthesise information from multiple sources, evaluate options and reach justifiable conclusions in relation to managerial problem solving and decision-making 2. Identify and analyse innovation and other related data and situations using a wide range of appropriate techniques and transform these into options and solution 3. Systematically and creatively apply analytical techniques to the decision-making process in business 4. Select, assess and evaluate new product and service project; 5. Communicate effectively using a range of media to influence and network with a range of stakeholders <p>For PGDip, learning outcome 1,2,3, 5 and 6 will be achieved</p> <p>For PGCert, learning outcomes 4 and 5 will be achieved</p>	<p>Teaching/learning methods</p> <p>Students learn skills through a combination of lectures, workshops, directed reading, independent study, case studies, live cases, group work, coursework, electronic and online learning methods, facilitated discussion, guest speakers and individual and group research.</p> <p>Assessment methods</p> <p>Students' cognitive skills are assessed by a combination of individual and group coursework, presentations, time-controlled assessments and applied project.</p>

12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

Msc Innovation Management and Entrepreneurship

Term 1 & 2: MGT4700 Innovation (30)

Term 1 & 2: MGT4750 Venture Development (30)

Term 1: FIN 4910 Entrepreneurial Finance (15)

Term2: MKT4700 Entrepreneurial Marketing (15)

Term1: Option 1 (15) (Choose 1)

Term 2: Option 2 (15) (Choose 1)

MGT4465 Developing Business Networks for Entrepreneurs (15)

MGT4630 Developing New Products & Services (15)

Or

Or

MKT4065 Digital Marketing (15)

MGT4680 Entrepreneurship and Sustainability (15)

Term 1& 2: MGT4910 MSc Innovation Management and Entrepreneurship Applied Project (60)

PGDip in Innovation Management and Entrepreneurship

Term 1 & 2: MGT4700 Innovation (30)

Term 1 & 2: MGT4750 Venture Development (30)

Term 1: FIN 4910 Entrepreneurial Finance (15)

Term 2: MKT4700 Entrepreneurial Marketing (15)

Term1: Option 1 (15) (Choose 1)

Term 2: Option 2 (15) (Choose 1)

MGT4465 Developing Business Networks for Entrepreneurs (15)

MGT4630 Developing New Products & Services (15)

Or

Or

MKT4065 Digital Marketing (15)

MGT4680 Entrepreneurship and Sustainability (15)

PGCert in Innovation Management and Entrepreneurship

Term 1 & 2: MGT4700 Innovation (30)

Term 1 & 2: MGT4750 Venture Development (30)

12.2 Levels and modules

Level 7 (1)

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MGT4700 Innovation (30) MGT4750 Venture Development (30) MKT4700 Entrepreneurial Marketing (15) FIN 4910 Entrepreneurial Finance (15) MGT4910 MSc Innovation Management and Entrepreneurship Applied Project (60)	Students must also choose at least two from the following: MGT4465 Developing Business Networks for Entrepreneurs (15) MGT4630 Developing New Products and Services (15) MGT4680 Entrepreneurship and Sustainability (15) MKT4065 Digital Marketing (15)	Students must complete all modules before they can complete MGT4910 MSc Innovation Management and Entrepreneurship Applied Project (60)

12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)

Module level	Module code
7	All modules are non-compensatable

13. Curriculum map

See attached.

14. Information about assessment regulations

Middlesex University and Business School Assessment Regulations apply to this programme, without exception.

15. Placement opportunities, requirements and support (if applicable)

Students on this programme who are intending to start a new business or develop an existing business will have access to the Enterprise Development Hub (EDH@MDX) for support. International students may be able to access the Graduate Entrepreneur Visa scheme.

16. Future careers (if applicable)

The programme described here develops students' advanced-level skills, knowledge and capabilities in innovation management and entrepreneurship. This prepares them, when coupled with the subject areas of their first degrees or earlier professional experience and their interests and aptitudes, for carrying out entrepreneurial and innovation management roles independently, or in a variety of public and private sector organisations where an understanding of entrepreneurship and innovation management skills will be required.

As a result of the enhancement of students' independent creativity, problem-solving, leadership and decision-making abilities during the programme, graduates are also better equipped for entrepreneurial activities.

The Hendon Campus Careers Service offer postgraduate students support in planning their career.

17. Particular support for learning (if applicable)

- Learning Resources
- Programme Handbook and Module Handbooks
- Induction and orientation programme
- All teaching material will be available to students online through Myunihub
- Learner Development Unit - including both numeracy and literacy support
- Access to Progression and Support advisors
- Student e-mail and Unihub
- Tutor support through published office hours
- Disability support to ensure all students can actively participate in university life.

18. JACS code (or other relevant coding system)	N200
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19. Relevant QAA subject benchmark group(s)

Business and Management

20. Reference points

- QAA Guidelines for programme specifications.
- QAA Framework for Higher Education Qualifications (FHEQ).
- QAA Subject Benchmark Masters in Business and Management.
- QAA Codes of Practice.
- Middlesex University Regulations.
- Middlesex University Learning Framework – Programme Design Guidance, 2012.
- Middlesex University Business School Teaching, Learning and Assessment Strategy.
- Middlesex University Business School Mission and Vision.

21. Other information

Methods for evaluating and improving the quality and standards of learning are:

- External Examiner reports
- Board of Study
- Student focus group

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

Appendix 2: Curriculum Map

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge		Skills	
A1	The main issues in innovation strategy and an awareness of the key features of success.	B1	Synthesise information from multiple sources, evaluate options and reach justifiable conclusions in relation to managerial problem solving and decision-making
A2	How the success of some businesses stem from application of new technologies, but others from new ways in which to package and charge for services that existing technologies can deliver.	B2	Identify and analyse innovation and other related data and situations using a wide range of appropriate techniques and transform these into options and solution
A3	The changing skills, technologies and methods of design and new product /service development, and how these are opportunities to manage innovation in products, services and solutions.	B3	Systematically and creatively apply analytical techniques to the decision-making process in business
A4	The consumption of new products and services and adoption of diffusion processes.	B4	Select, assess and evaluate new product and service project;
A5	How to choose from a range of possible alternatives, focusing on decision-making within a firm and its market environment.	B5	Communicate effectively using a range of media to influence and network with a range of stakeholders
A6	Financial analysis, both accounting and risk assessment, suitable for those wishing to specialise in innovation and entrepreneurship.		

A7	Methods, techniques and theoretical perspectives deployed in business management research and scholarship.		
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A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5
Highest level achieved by all graduates											
7	7	7	7	7	7	7	7	7	7	7	7

Programme outcome for MSc

Module Title	Module Code by Level	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5
		Innovation	MGT4700	X	X		X						
Venture Development	MGT4750	X	X				X						
Entrepreneurial Finance	FIN4910					X	X					X	
Entrepreneurial Marketing	MKT4700		X		X	X			X		X		
MSc Inn Man and Entre Applied Project	MGT4910					X		X		X	X	X	
Developing Bus Networks for Entrepreneurs	MGT4465	X		X									X
Developing New Products and Services	MGT4630			X	X								
Entrepreneurship and Sustainability	MGT4680	X					X			X		X	
Digital Marketing	MKT4065		X	X		X				X		X	X

Programme Outcome for Post Graduate Diploma

Module Title	Module Code by Level	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5
		Innovation	MGT4700	X	X		X						
Venture Development	MGT4750	X	X				X						
Entrepreneurial Finance	FIN4910					X	X					X	
Entrepreneurial Marketing	MKT4700		X		X	X			X		X		
Developing Bus Networks for Entrepreneurs	MGT4465	X		X									X
Developing New Products and Services	MGT4630			X	X								
Entrepreneurship and Sustainability	MGT4680	X					X			X		X	
Digital Marketing	MKT4065		X	X		X				X		X	X

Programme outcome Post Graduate Certificate

Module Title	Module Code by Level	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5
		Innovation	MGT4700	X	X		X						
Venture Development	MGT4750	X	X				X						

Module Name	Module code	Assessment Schedule																								
		Week																								
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
Innovation	MGT4700								V				V				A	V				V				G
Venture Development	MGT4750					A															G			A		
Entrepreneurial Finance	FIN4910			A			A			A			A													
Entrepreneurial Marketing	MKT4700	C	C	C	C	A	C	C	C	C	C	C	G													
Developing Bus Networks for Entrepreneurs	MGT4465							A				A	A GV			A										
Developing New Products and Services	MGT4630													C	C	C	C	C	A	C	C	C	C	C	G	
Entrepreneurship and Sustainability	MGT4680																									
Digital Marketing	MKT4065					P								A												

A = Individual written assignment

C = Individual ongoing classroom contribution (the Module Leader will inform you of when you make this contribution)

G = Group written assignment

P = Group presentation

V = Group video